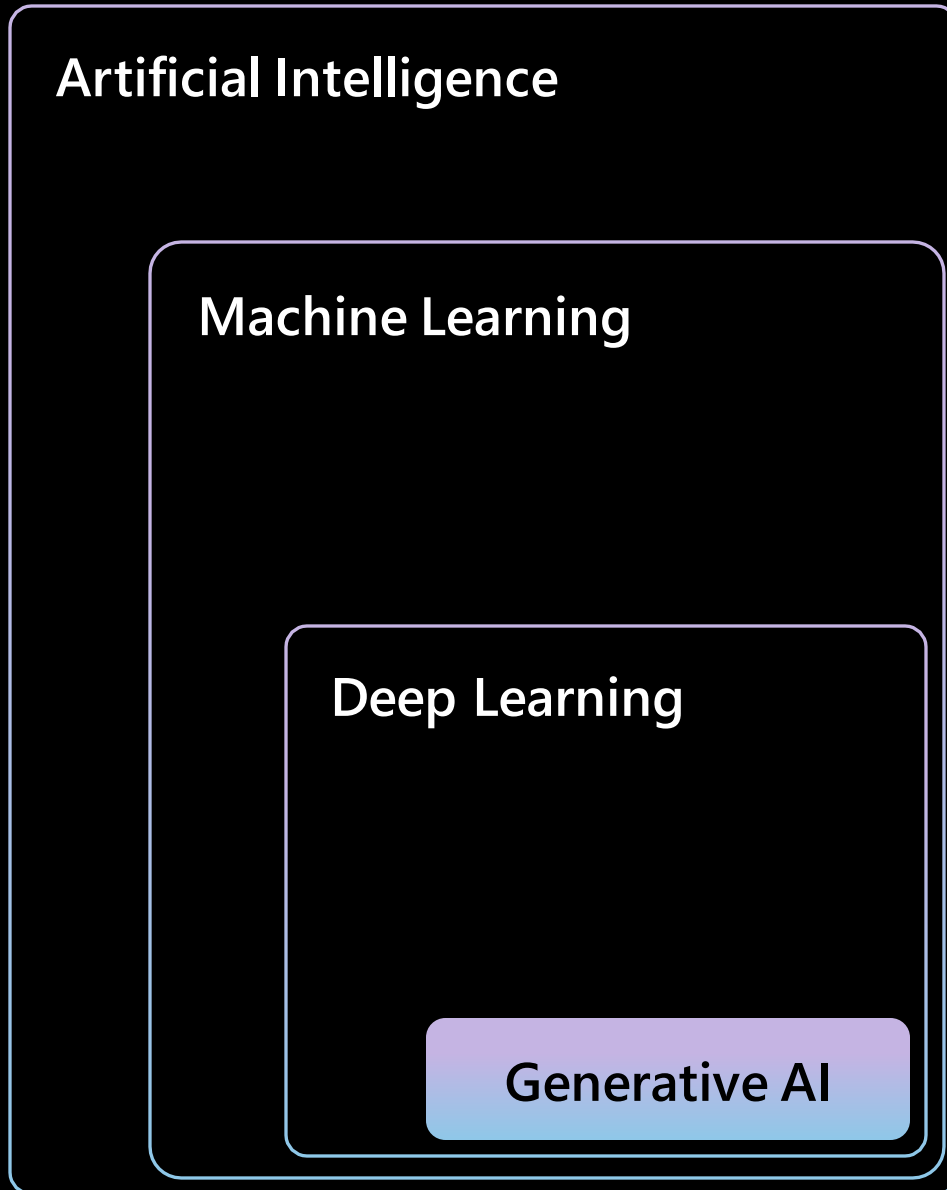


Understanding AI



1950s

Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence

1990s

Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions

2010s

Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions

2020s

Generative AI

Create new written, visual, and auditory content given prompts or existing data.

Drivers of momentum



Data



Compute



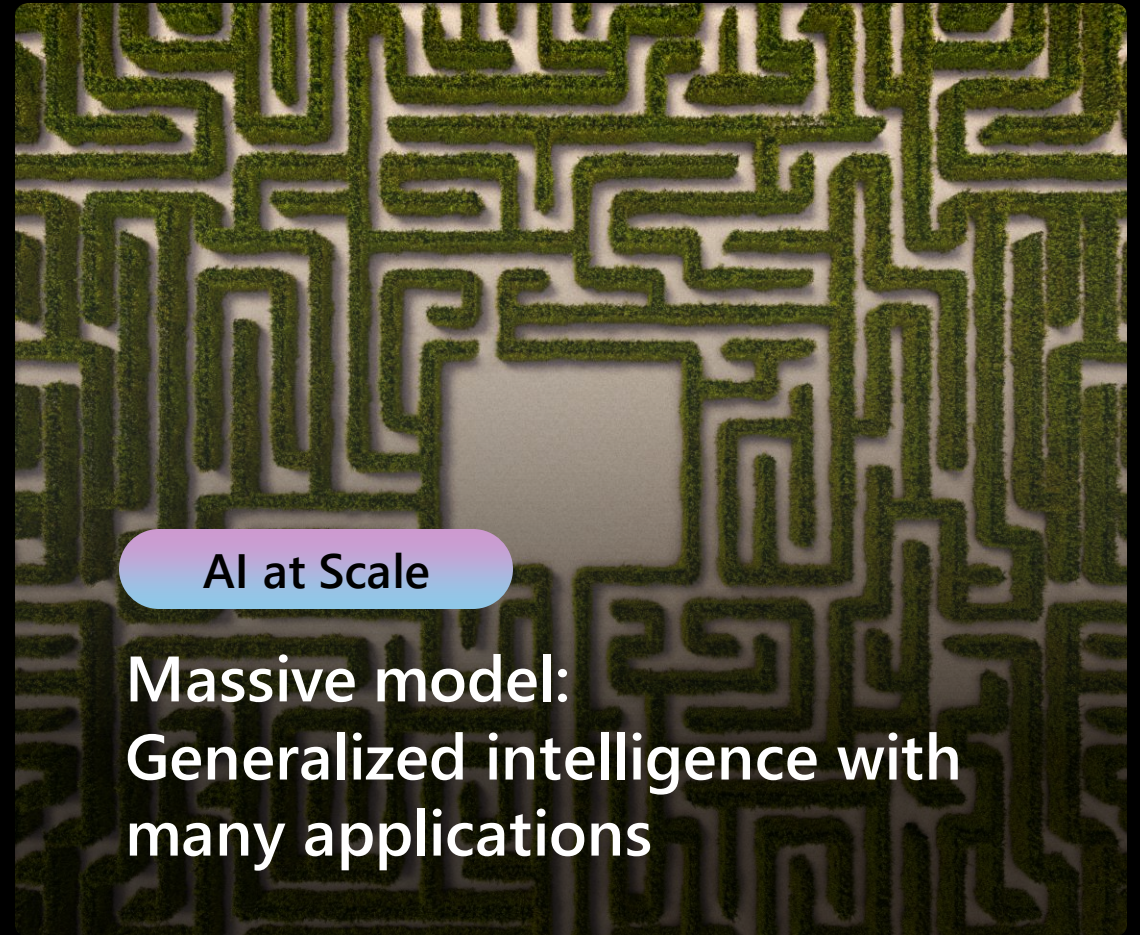
Size and sophistication
of the models

2023: AI at Scale transforms how we think about AI



Traditional AI

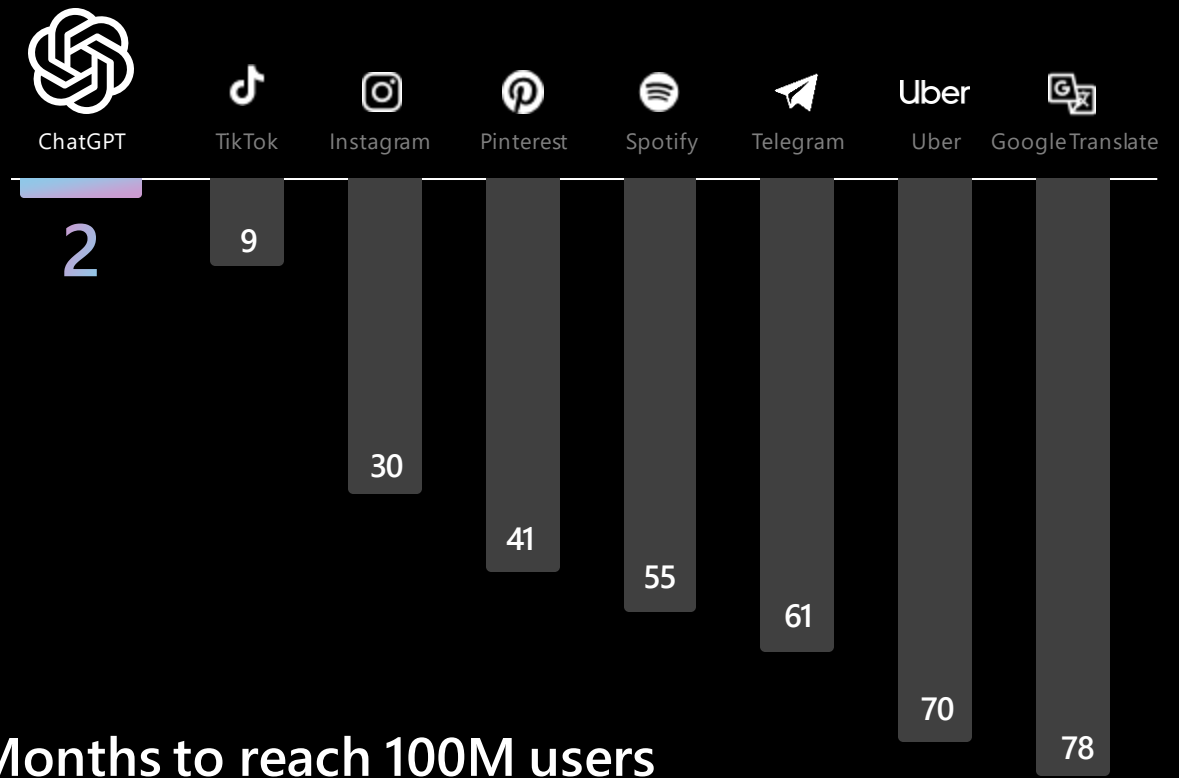
Simple model:
Purpose-built for one use



AI at Scale

Massive model:
Generalized intelligence with
many applications

We are at the beginning of a technology shift



Months to reach 100M users

This may be the most significant technology inflection point of our lifetimes—one that will help define not just the tech industry, but how the world works for decades to come.

Characteristics of companies that win



**Leader-led
transformation**



**Maximized use
of data**



**Willingness
to change**

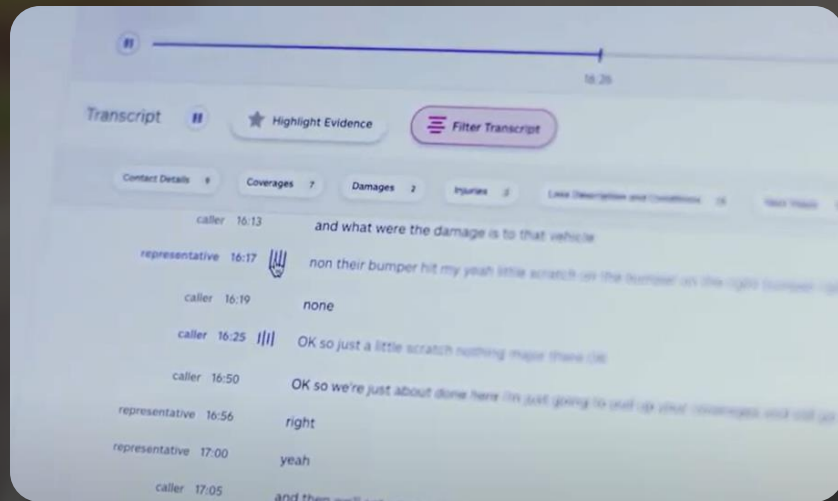


Increased cost savings by 9% due to automated transcription and analytics of claims calls with Azure Speech, achieving greater customer empathy, dramatically raising customer satisfaction, and reduced manual work.





Using Azure OpenAI prompts and fine-tuned models to extract "loss facts" from free-form conversation text



Microsoft is fueling AI innovation

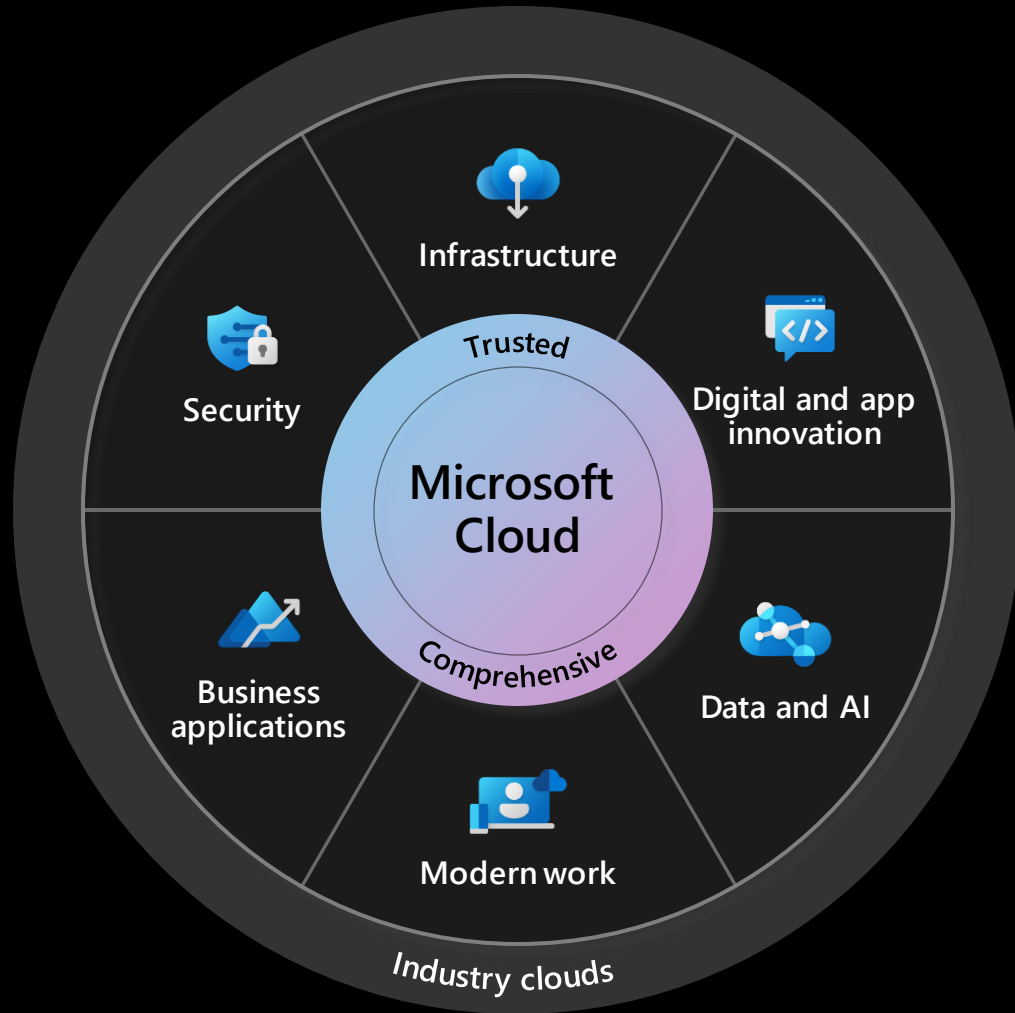
Decades
of research &
development

Committed to
advancing
Responsible AI

Secure
from
the start

Reliability &
performance at scale
for large AI models

Trusted by
AI leaders
like OpenAI



Microsoft Cloud

Radically accelerate your organization's productivity with built-in AI

Differentiate from the competition with intelligent apps using AI



Find insights

Make decisions

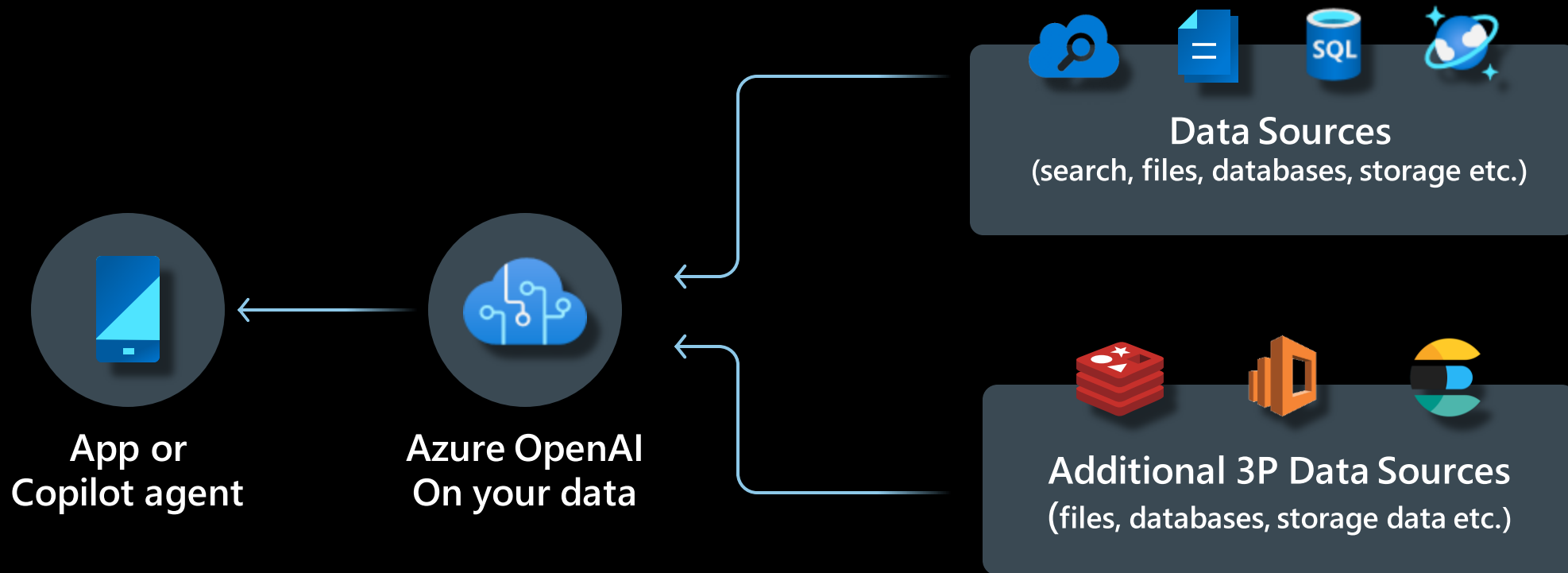
Take action

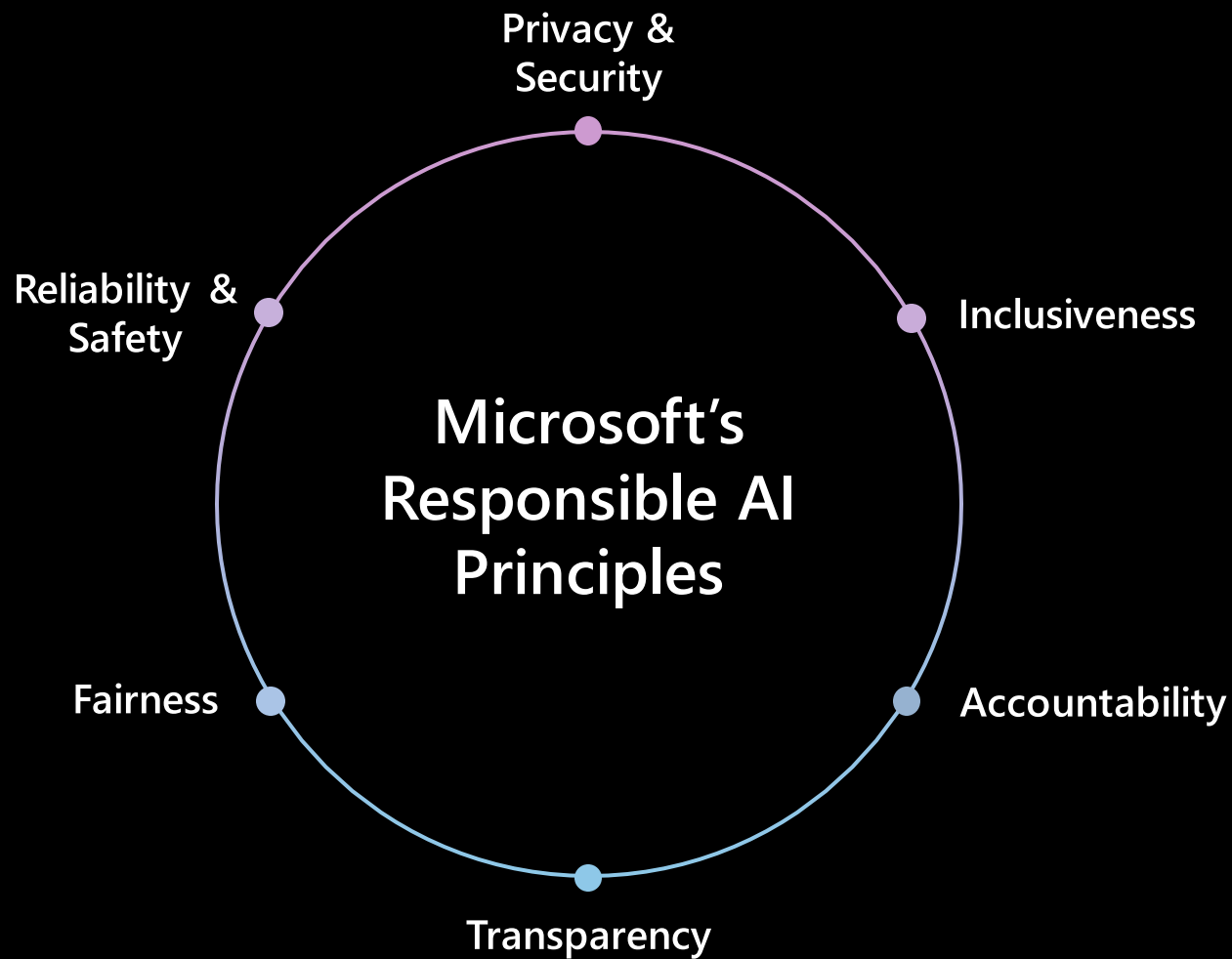
AI-driven natural language queries

Easy-to-use AI analysis capabilities like anomaly detection

AI-powered insights and data summarization

Azure OpenAI on your data





Building blocks to enact principles



Tools and processes



Training and practices



Rules



Governance